



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Media Strategies & Research-Denver  
1580 Lincoln St  
Ste 510  
Denver, CO 80203-1507

# Contract # 1359752

Schedule Dates 10/15/12-10/21/12  
Advertiser Matheson for Congress (73730)  
Agency Media Strategies & Research-Denver (1374)  
Product POLITICAL CANDIDATE (ns) (1186)  
Brand october 15 through october 21 2012 (469221)  
Salesperson Henderson, Kristen (2948)  
Sales Office KUTV/KMYU  
Buyer Name /  
Phone/Fax 11636  
CPE Local/Political Candidate Agency BRD  
Account Types Standard  
Billing Type  
Comments

Date Entered 08/22/12  
Last Modified 08/23/12  
Entered By Chantyce Diehl  
CO-OP No  
Headline #  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$6,960.75  
Net Total \$39,444.25  
Sales Tax

Salt Lake City (KUTV)  
By Broadcast Month Spots Rate  
Oct. 2012 74 \$46,405.00  
Grand Total: 74 \$46,405.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	10/15/12-10/19/12	3	:30	5A- News-2 News This Morning 5a	1	1	1	1	1	1			5	\$100.00	\$500.00	Salt Lake City (KUTV)		8/22/12
2.0	Normal Line / News	10/15/12-10/19/12	3	:30	5:30A- News-2 News This Morning 530a	1	1	1	1	1	1			5	\$150.00	\$750.00	Salt Lake City (KUTV)		8/22/12
3.0	Normal Line / News	10/15/12-10/19/12	1	:30	6A- 8A (MST)	1	1	1	1	1	1			5	\$550.00	\$2,750.00	Salt Lake City (KUTV)		8/22/12
4.0	Normal Line / SPOT	10/15/12-10/19/12	3	:30	8A- CBS Morning News	1	1	1	1	1	1			5	\$135.00	\$675.00	Salt Lake City (KUTV)	1	8/22/12
5.0	Normal Line / SPOT	10/16/12-10/16/12	3	:30	9A- CBS-The Price Is Right	1	1							1	\$300.00		Salt Lake City (KUTV)	Program Change/Exception - Price Is Right 11a-12p	8/22/12
5.0.1	Closed Preempt	10/16/12															Salt Lake City (KUTV)		
6.0	Normal Line / SPOT	10/17/12-10/17/12	3	:30	10A- CBS-The Young and the Restless			1							\$135.00		Salt Lake City (KUTV)	1	8/22/12
6.0.1	Closed Preempt	10/17/12															Salt Lake City (KUTV)	Program Change/Exception - Young & Restless 9a-10a	
7.0	Normal Line / SPOT	10/19/12-10/19/12	3	:30	11A- CBS-Let's Make a Deal					1					\$135.00		Salt Lake City (KUTV)	1	8/22/12
7.0.1	Closed Preempt	10/19/12															Salt Lake City (KUTV)	Program Change/Exception - Let's Make a Deal 10a-11a	
8.0	Normal Line / News	10/15/12-10/18/12	3	:30	12P- News-2 News at Noon	1	1	1	1	1	1			2	\$135.00	\$270.00	Salt Lake City (KUTV)		8/22/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

*[Signature]*

8/23/12

PAYMENT RECEIVED 8/22/12



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

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1580 Lincoln St  
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**Schedule Dates** 10/15/12-10/21/12  
**Advertiser** Matheson for Congress (73730)  
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**Buyer Name** /  
**Phone/Fax** 11636  
**CPE** 11636  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Standard  
**Comments**

**Date Entered** 08/22/12  
**Last Modified** 08/23/12  
**Entered By** Chantoyce Diehl  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$6,960.75  
**Net Total** \$39,444.25  
**Sales Tax**

Salt Lake City (KUTV)		Rate
By Broadcast Month	Spots	
Oct. 2012	74	\$46,405.00
<b>Grand Total:</b>	<b>74</b>	<b>\$46,405.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
9.0	Normal Line / SPOT	10/17/12-10/17/12	5	:30	1P- News-Fresh Living				1					1	\$70.00	\$70.00	Salt Lake City (KUTV)		8/22/12
10.0	Normal Line / SPOT	10/15/12-10/19/12	3	:30	2P- CBS-The Talk		1				1			2	\$175.00	\$350.00	Salt Lake City (KUTV)		8/22/12
11.0	Normal Line / SPOT	10/15/12-10/19/12	3	:30	3P- Ricki Lake		1	1	1	1	1			5	\$225.00	\$1,125.00	Salt Lake City (KUTV)		8/22/12
12.0	Normal Line / News	10/15/12-10/19/12	3	:30	4P- News-2 News at 4p		1	1	1	1	1			5	\$175.00	\$875.00	Salt Lake City (KUTV)		8/22/12
13.0	Normal Line / News	10/15/12-10/19/12	3	:30	4:30P- News-2 News at 430p		1	1	1	1	1			5	\$200.00	\$1,000.00	Salt Lake City (KUTV)		8/22/12
14.0	Normal Line / News	10/15/12-10/18/12	1	:30	5P- News-2 News at 5p		1	1	1	1				4	\$900.00	\$3,600.00	Salt Lake City (KUTV)		8/22/12
15.0	Normal Line / News	10/15/12-10/19/12	3	:30	5P- News-2 News at 5p		1		1	1	1			4	\$400.00	\$1,600.00	Salt Lake City (KUTV)		8/22/12
16.0	Normal Line / News	10/15/12-10/19/12	1	:30	6P- News-2 News at 6p		1	1	1	1	2			6	\$1,000.00	\$6,000.00	Salt Lake City (KUTV)		8/22/12
17.0	Normal Line / News	10/20/12-10/20/12	3	:30	5P- News-2 News at 5p							1		1	\$225.00	\$225.00	Salt Lake City (KUTV)		8/22/12
18.0	Normal Line / News	10/21/12-10/21/12	3	:30	5P- News-2 News at 5p								1	1	\$350.00	\$350.00	Salt Lake City (KUTV)		8/22/12
19.0	Normal Line / SPOT	10/18/12-10/18/12	3	:30	6:30P- Entertainment Tonight					1				1	\$475.00	\$475.00	Salt Lake City (KUTV)		8/22/12
20.0	Normal Line / Prime	10/16/12-10/16/12	3	:30	7P- CBS-NCIS (Tuesday)			1						1	\$1,800.00	\$1,800.00	Salt Lake City (KUTV)		8/22/12

## CONFIRMATION CONTRACT

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Date:

Accepted-Station:

Date:

Comments:



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<b>Grand Total:</b>	<b>74</b>	<b>\$46,405.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
21.0	Normal Line / Prime	10/21/12-10/21/12	3	:30	8p- CBS-The Good Wife (Sunday)								1	1	\$1,300.00	\$1,300.00	Salt Lake City (KUTV)		8/22/12
22.0	Normal Line / News	10/15/12-10/19/12	1	:30	10p- News-2 News at 10p		2	2	1	1	2			8	\$2,500.00	\$20,000.00	Salt Lake City (KUTV)		8/22/12
23.0	Normal Line / News	10/20/12-10/20/12	3	:30	10p- News-2 News at 10p							1		1	\$650.00	\$650.00	Salt Lake City (KUTV)		8/22/12
24.0	Normal Line / News	10/21/12-10/21/12	3	:30	10p- News-2 News at 10p								1	1	\$900.00	\$900.00	Salt Lake City (KUTV)		8/22/12
25.0	Normal Line / SPOT	10/16/12-10/18/12	3	:30	10:35p- CBS-The David Letterman Show			1		1				2	\$285.00	\$570.00	Salt Lake City (KUTV)		8/22/12
26.0	M/G For 5.0.1 / SPOT	10/16/12-10/16/12	3	:30	11A- 12P (MST)			1						1	\$300.00	\$300.00	Salt Lake City (KUTV)	1	8/22/12
27.0	M/G For 6.0.1 / SPOT	10/17/12-10/17/12	3	:30	9A- 10A (MST)				1					1	\$135.00	\$135.00	Salt Lake City (KUTV)	1	8/22/12
28.0	M/G For 7.0.1 / SPOT	10/19/12-10/19/12	3	:30	10A- 11A (MST)						1			1	\$135.00	\$135.00	Salt Lake City (KUTV)		8/22/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



**AE: Kristen Henderson**

**CLIENT: Matheson for Congress**

**ORDER NUMBER:** 1359752

**FLIGHT DATES:** 10/15/12-10/21/12

**BUYER: Media Strategies and Research- Denver**

**PRODUCT: October 15 through October 21**

**ESTIMATE: 11636**

**Note:** If KUTV does not receive response from buyer within 24 hours make good will be made as offered. This make good is being submitted to traffic at the same time as it is being sent to the buyer. It is possible a new mg may need to be offered if this one is not available.

**Zimbra**  
khenderson@sbgnnet.com

± Font size ±

# RE: MATHESON Makegoods - KUTV Daytime Program Changes Eff. 9/10/12

Thu, Aug 23, 2012 12:27 PM

**From :** Suzanne Collins <suzanne@mediastrategies.com>  
**Subject :** RE: MATHESON Makegoods - KUTV Daytime Program Changes Eff. 9/10/12

**To :** Kristen Henderson <khenderson@kutv2.com>

Hi Kristen,

I approve to move the programs bought to the new time periods.

**Suzanne R. Collins (Former)**

Media Strategies & Research | 1580 Lincoln Street, Suite 510  
Denver, Colorado 80203 | 303-989-4700 | Fax 303-764-9946

**From:** Kristen Henderson [mailto:khenderson@kutv2.com]  
**Sent:** Thursday, August 23, 2012 12:21 PM

**To:** Suzanne Collins  
**Subject:** MATHESON Makegoods - KUTV Daytime Program Changes Eff. 9/10/12

Hi Suzanne-

Please see attached for makegoods for MATHESON due to programming changes. Can you please let me know if you approve? Note that there are 3 sheets.

Thanks!

**Kristen Henderson**  
KUTV & KUTV.com  
299 South Main, Suite 150  
Salt Lake City, UT 84111  
PH: 801.839.1119  
FX: 801.839.1101

Our new morning line up will be:

9am The Young and the Restless  
10am Let's Make a Deal  
11am The Price is Right  
12pm KUTV News

This will be a very strong re-alignment of programming for the station, and a great lead in for our noon news product. The start date for the new line up will be September 10th, 2012.

FINAL



Station Order Revised  
Matheson for Congress 2012

Market: Salt Lake City-Ogden

Flight Dates: Monday, October 15, 2012 to Sunday, October 21, 2012

Estimate ID  
11636

Contact: Kristen Henderson  
Email: K Henderson@kutv2.com  
Phone: 801-973-3000  
Fax: 801-839-1101  
Direct: 801-839-1119

KUTV-TV

Program Name	DP	Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					15 Oct	16 Oct	17 Oct	18 Oct	19 Oct	20 Oct	21 Oct	

KUTV 5a News	EM	M-F	\$100.00	30	1	1	1	1	1	1		5
5:00 AM			\$500.00									
Highly pre-emptible at LUR per KUTV. Move to L2												
KUTV 5:30a News	EM	M-F	\$150.00	30	1	1	1	1	1	1		5
5:30 AM			\$750.00									
Highly pre-emptible at LUR per KUTV. Move to L2												

KUTV 6a News	EM	M-F	\$550.00	30	1	1	1	1	1	1		5
6:00 AM			\$2,750.00									
Highly pre-emptible at LUR per KUTV. Move to L1												
CBS This Morning	EM	M-F	\$135.00	30	1	1	1	1	1	1		5
8:00 AM			\$675.00									
Highly pre-emptible at LUR per KUTV. Move to L2												
Price is Right	DT	M-F	\$300.00	30		1						1
9:00 AM			\$300.00									
Highly pre-emptible at LUR per KUTV. Move to L2												
Young & Restless	DT	M-F	\$135.00	30			1					1
10:00 AM			\$135.00									
Highly pre-emptible at LUR per KUTV. Move to L2												
Lets Make a Deal	DT	M-F	\$135.00	30					1			1
11:00 AM			\$135.00									
Highly pre-emptible at LUR per KUTV. Move to L2												
KUTV Noon News	DT	M-F	\$135.00	30				1				2
12:00 PM			\$270.00									
Highly pre-emptible at LUR per KUTV. Move to L2												
Fresh Living	DT	M-F	\$70.00	30				1				1
1:00 PM			\$70.00									
Highly pre-emptible at LUR per KUTV. Move to L2												
The Talk	DT	M-F	\$175.00	30					1			2
2:00 PM			\$350.00									
Highly pre-emptible at LUR per KUTV. Move to L2												
Ricki Lake	EF	M-F	\$225.00	30				1	1	1		5
3:00 PM			\$1,125.00									
Highly pre-emptible at LUR per KUTV. Move to L2												
KUTV 4p News	EN	M-F	\$175.00	30				1	1	1		5
4:00 PM			\$875.00									
Highly pre-emptible at LUR per KUTV. Move to L2												

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzanne@mediastategies.com



Station Order Revised  
Matheson for Congress 2012

Market: Salt Lake City-Ogden

Flight Dates: Monday, October 15, 2012 to Sunday, October 21, 2012

Estimate ID  
11636

Contact: Kristen Henderson  
Email: KHenderson@kutv2.com

Phone: 801-973-3000  
Fax: 801-839-1101  
Direct: 801-839-1119

KUTV-TV

Program Name	DP Length	Days	Gross Rate	Mon 15 Oct	Tue 16 Oct	Wed 17 Oct	Thu 18 Oct	Fri 19 Oct	Sat 20 Oct	Sun 21 Oct	Total
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KUTV 4:30p News	EN	M-F	\$200.00	1	1	1	1	1			5
4:30 PM	30		\$1,000.00								
Highly pre-emptible at LUR per KUTV. Move to L2											
KUTV 5p News	EN	M-F	\$900.00	1	1	1	1				4
5:00 PM	30		\$3,600.00								
Highly pre-emptible at LUR per KUTV. Move to L1											

KUTV 5p News	EN	M-F	\$400.00	1	1	1	1	1			4
5:00 PM	30		\$1,600.00								
Highly pre-emptible at LUR per KUTV. Move to L2											
KUTV 6p News	EN	M-F	\$1,000.00	1	1	1	1	1	2		6
6:00 PM	30		\$6,000.00								
Sold Out at LUR per KUTV. Lowest Rate to Clear											
Saturday 5p News	EN	Sa	\$225.00						1		1
5:00 PM	30		\$225.00								
Highly pre-emptible at LUR per KUTV. Move to L2											

Sunday 5p News	EN	Su	\$350.00						1		1
5:00 PM	30		\$350.00								
Highly pre-emptible at LUR per KUTV. Move to L2											
Ent Tonight	PA	M-F	\$475.00				1				1
6:30 PM	30		\$475.00								
Highly pre-emptible at LUR per KUTV. Move to L2											

NCIS	PT	Tu	\$1,800.00			1					1
7:00 PM	30		\$1,800.00								
Highly pre-emptible at LUR per KUTV. Move to L2											
The Good Wife	PT	Su	\$1,300.00						1		1
8:00 PM	30		\$1,300.00								
Highly pre-emptible at LUR per KUTV. Move to L2											

KUTV 10p News	LN	M-F	\$2,500.00	2	2	1	1	2			8
10:00 PM	30		\$20,000.00								
Highly pre-emptible at LUR per KUTV. Move to L1											
Saturday 10p News	LN	Sa	\$650.00						1		1
10:00 PM	30		\$650.00								
Highly pre-emptible at LUR per KUTV. Move to L2											

Sunday 10p News	LN	Su	\$900.00						1		1
10:00 PM	30		\$900.00								
Highly pre-emptible at LUR per KUTV. Move to L2											
Highly pre-emptible at LUR per KUTV. Move to L2											

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzanne@mediastategies.com



Station Order Revised  
Matheson for Congress 2012

Market:

Salt Lake City-Ogden

Flight Dates: Monday, October 15, 2012 to Sunday, October 21, 2012

Estimate ID

11636

Contact: Kristen Henderson

Phone: 801-973-3000

Email: KHenderson@kutv2.com

Fax: 801-839-1101

Direct: 801-839-1119

KUTV-TV

Program Name	DP Length	Rate	Days	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Letterman	10:35 PM	11:35 PM	30								2
Highly pre-emptible at LUR per KUTV. Move to L2											
Station Gross Totals											74

Letterman  
10:35 PM 11:35 PM 30  
\$570.00  
Highly pre-emptible at LUR per KUTV. Move to L2  
\$46,405.00

14 14 13 14 14 2 3  
1 1  
2

Suzanne Collins  
Media Strategies and Research

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suzanne@mediastراتيجies.com



MSR

**Market:** Salt Lake City-Ogden

**Flight Dates:** Monday, October 15, 2012 to Sunday, October 21, 2012

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Estimate ID

**Contact:** Kristen Henderson

**Email:** [KHenderson@kutv2.com](mailto:KHenderson@kutv2.com)

**Phone:** 801-973-3000  
**Fax:** 801-839-1101  
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## KUTV-TV

Program Name	DP Length	Days	Gross Rate
		Mon	15 Oct
		Tue	16 Oct
		Wed	17 Oct
		Thu	18 Oct
		Fri	19 Oct
		Sat	20 Oct
		Sun	21 Oct
Total			

[illegible]

Suzanne Collins  
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Market: Salt Lake City-Ogden

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KUTV-TV

Program Name	DP	Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					15	16	17	18	19	20	21	
					Oct	Oct	Oct	Oct	Oct	Oct	Oct	

KUTV 4:30p News	EN	M-F	\$200.00	30	\$1,000.00							5
Highly pre-emptible at LUR per KUTV. Move to L2												
KUTV 5p News	EN	M-F	\$800.00	30	\$6,400.00							8
Highly pre-emptible at LUR per KUTV. Move to L2												
KUTV 6p News	EN	M-F	\$850.00	30	\$5,100.00							6
Highly pre-emptible at LUR per KUTV. Move to L1												
Sold Out at LUR per KUTV. Lowest Rate to Clear												
Saturday 5p News	EN	Sa	\$225.00	30	\$225.00							1
Highly pre-emptible at LUR per KUTV. Move to L2												
Sunday 5p News	EN	Su	\$350.00	30	\$350.00							1
Highly pre-emptible at LUR per KUTV. Move to L2												
Ent Tonight	PA	M-F	\$475.00	30	\$475.00							1
Highly pre-emptible at LUR per KUTV. Move to L2												
NCIS	PT	Tu	\$1,800.00	30	\$1,800.00							1
Highly pre-emptible at LUR per KUTV. Move to L2												
The Good Wife	PT	Su	\$1,300.00	30	\$1,300.00							1
Highly pre-emptible at LUR per KUTV. Move to L2												
KUTV 10p News	LN	M-F	\$2,400.00	30	\$7,200.00							8
Highly pre-emptible at LUR per KUTV. Move to L2												
Saturday 10p News	LN	Sa	\$650.00	30	\$650.00							1
Highly pre-emptible at LUR per KUTV. Move to L1												
Sunday 10p News	LN	Su	\$900.00	30	\$900.00							1
Highly pre-emptible at LUR per KUTV. Move to L2												
Letterman	LF	M-F	\$285.00	30	\$570.00							2
Highly pre-emptible at LUR per KUTV. Move to L2												
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Direct: 801-839-1119

Phone: 801-973-3000

Station Gross Totals

\$46,405.00

73

Program Name	DP Length	Rate	Gross	Days	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					15	16	17	18	19	20	21	
					Oct	Oct	Oct	Oct	Oct	Oct	Oct	
					14	14	13	14	13	2	3	
					14	14	13	14	13	2	3	

Suzanne Collins  
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[suzanne@mediastrategies.com](mailto:suzanne@mediastrategies.com)

ORIGINAL



Station Order  
Matheson for Congress 2012

Market: Salt Lake City-Ogden

Flight Dates: Monday, October 15, 2012 to Sunday, October 21, 2012

Estimate ID

11636

Contact: Kristen Henderson

Phone: 801-973-3000

Fax: 801-839-1101

Direct: 801-839-1119

Email: KHenderson@kutv2.com, seeker@sbgnet.com

KUTV-TV

Program Name	DP Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
KUTV 5a News	5:00 AM - 5:30 AM	EM	\$80.00	1	1	1	1	1			5
KUTV 5:30a News	5:30 AM - 6:00 AM	EM	\$135.00	1	1	1	1	1			5

KUTV 5a News	EM	M-F	\$250.00	1	1	1	1	1			5
6:00 AM - 8:00 AM			\$1,250.00								
CBS This Morning	EM	M-F	\$115.00	1	1	1	1	1			5
8:00 AM - 9:00 AM			\$575.00								
Price is Right	DT	M-F	\$250.00		1						1
9:00 AM - 10:00 AM			\$250.00								
Young & Restless	DT	M-F	\$125.00			1					1
10:00 AM - 11:00 AM			\$125.00								
Lets Make a Deal	DT	M-F	\$110.00					1			1
11:00 AM - 12:00 PM			\$110.00								
KUTV Noon News	DT	M-F	\$120.00	1				1			2
12:00 PM - 1:00 PM			\$240.00								
Fresh Living	DT	M-F	\$70.00			1					1
1:00 PM - 1:30 PM			\$70.00								
The Talk	DT	M-F	\$150.00		1						1
2:00 PM - 3:00 PM			\$150.00								
Ricki Lake	EF	M-F	\$200.00		1	1	1	1		1	5
3:00 PM - 4:00 PM			\$1,000.00								
KUTV 4p News	EN	M-F	\$135.00	1	1	1	1	1		1	5
4:00 PM - 4:30 PM			\$675.00								

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzanne@mediastategies.com



# Station Order

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### KUTV-TV

Program Name	DP Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
KUTV 4:30p News	30	M-F	\$150.00	1	1	1	1	1			5
KUTV 5p News	30	M-F	\$360.00	2	1	1	1	1			6
KUTV 6p News	30	M-F	\$360.00	1	1	2	1	2			7
Saturday 5p News	30	EN	\$180.00						1		1
Sunday 5p News	30	EN	\$225.00							1	1
Ent Tonight	30	PA	\$425.00				1				1
NCIS	30	PT	\$1,500.00		1						1
The Good Wife	30	PT	\$1,200.00						1		1
KUTV 10p News	30	LN	\$1,100.00	2	1	1	1	2			7
Saturday 10p News	30	LN	\$600.00						1		1
Sunday 10p News	30	LN	\$850.00							1	1
Letterman	30	LF	\$275.00		1						2

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KUTV-TV

Program Name	DP Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Station Gross Totals			\$24,180.00	14	13	13	13	13	2	3	71